

Website and Data Update – A One-year Perspective

CALIFORNIA POSTSECONDARY EDUCATION COMMISSION

Web Stats - www.cpec.ca.gov

- Past Year – From 9 to 15 Million Hits
 - Average Pages per Visit – 4+ *
 - Average Time per Visit – 3:35 *
 - New vs. Return Visits: *
 - 70% New Visitors
 - 30% Return Visitors
 - Top Browsers: *
 - Internet Explorer – 64%
 - Firefox – 25%
- (* - Google Analytics)

Most Popular Pages

- Migration of Students
- School To Employment Pathways (STEPS)
- College Guide
- California County Comparisons
- Freshmen Pathways
- High School Characteristics
- College-Going Rates

Who Uses CPEC Data?

- Researchers
- K-12 Schools and Districts
- Colleges, Universities
- Legislative staff
- Students and Parents
- Real Estate
- Industry (Engineering, Nursing)
- State Entities (OSHDPD)

Visitor Country of Origin

- United States
- China *
- Canada
- South Korea
- Hong Kong
- Vietnam
- Ireland
- UK
- India
- Japan

Web Hits: 9-15 Million? How?

- Google Analytics
- Better known in Media
- More types of data
- New web Pages

New Web Pages

- Migration of First-Time Students
- Full-year Transfer data in Custom Data
- K-12 data in Custom Data
- College Major and Career Search
- On-line “Custom Data Tips & Tricks” Video
- Student Snapshots – Increased x2
- Adult Literacy for Counties and States
- College-Going by Congressional District

New Web Pages

- Graduation Rates for the 2000 Cohort (4-year Colleges and Universities)
- California Postsecondary News on Home Page
- Fiscal Snapshots
- Workforce Snapshots
- County Economic Data
- Full-Time Equivalent (FTE) Enrollment in Custom Data
- Student Fees

Web Page Enhancements

- STEM Degrees in Student Snapshots and Custom Reports
- CTE Degrees in Student Snapshots and Custom Reports
- Green Occupations Identified in STEPS
- LGBT Resources in College Guide
- Many Pages have Additional Options
- Virtually Every Page has Updated Data

New Web Pages - Maps

- College-Going - High Schools in Any County
- Maps by Higher Education System
 - UC
 - CSU
 - CCC
 - Other Publics
 - WASC
 - AICCU
 - State Approved

Behind the scenes

- Web Pages driven by our Database
- Web Pages Automatically Show Latest Data
- Expanded Data
 - Higher Education Segments
 - AICCU Voluntary Data Collection
 - NCES
 - Census ACS PUMS
 - Other California data: DOF, EDD, Corrections

Demonstration

- Migration
- Student Snapshots
- College-going – High schools in any county
- CSU Map in College Guide
- Future Map project

New Collaborations

- OSHPD
- CA Recovery
- MGT

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Thank you

- Visit the California Postsecondary Education Commission (<http://www.cpec.ca.gov>)
- Questions

□ -Gus Cubillo